



NURSES SPECIALIZED IN
WOUND, OSTOMY AND CONTINENCE
CANADA
INFIRMIÈRES SPÉCIALISÉES EN
PLAIES, STOMIES ET CONTINENCE
CANADA

2020 Corporate Partnership Program

For Exhibitor and Sponsorship Opportunities

39th NSWOCC National Conference

May 21-24, 2020

NSWOC: Nurse Leaders in Wound, Ostomy & Continence Care

Presents:

**The POWER of 3
WOUND . OSTOMY . CONTINENCE**

**L'EXPERTISE A LA PUISSANCE 3
PLAIE . STOMIE . CONTINENCE**

Delta Hotels Prince Edward

Charlottetown, PEI

www.nswoc.ca and click on "conference"



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To all Corporate Partners of the Nurses Specialized in Wound, Ostomy and Continence Canada (NSWOCC)

The 39th NSWOCC National Conference will include Nurses Specialized in Wound, Ostomy and Continence (NSWOC) from across Canada as well as hospital and community based nurses and allied healthcare professionals including physicians, RN's and RPN's. The theme of this conference is "THE POWER OF 3 – WOUND . OSTOMY. CONTINENCE" and will be focused on advancing specialized care in the three domains of wound, ostomy and continence care. This conference will take place from Thursday, May 21, 2020 with a kick off educational dinner, and educational sessions will be held from Friday May 22, 2020 to Sunday May 24, 2020 at the DELTA HOTELS PRINCE EDWARD in Charlottetown, PEI. The exhibit hours will take place on Friday May 22, 2020 and Saturday May 23, 2020 and exhibitors are invited to participate in all conference activities. Exhibitors will not want to miss the Friday evening networking event, "Disney Lip Sync" and the Saturday evening annual NSWOCC banquet.

The NSWOCC National Conference Planning Core program under the leadership of Mary Hill, RN, BScN, MSN, WOCC(C) have worked hard to develop a leading edge educational program featuring national and international subject matter experts in the areas of wound, ostomy and continence care. Topics will be delivered in 4 different educational streams:

🚩 Wound & Skin, Ostomy, Continence & Leadership

By participating, you will have the opportunity to speak with key NSWOC Experts from across Canada who can discuss how you can contribute to specialized care. In the following document, you will find the Corporate Partnership Program and exhibitor information. This Corporate Partnership Program has been set up to provide:

- A fair and organized approach to the NSWOCC Conference sponsorship opportunities
- Corporate recognition among key decision makers for products
- Five levels of sponsorship to meet the budgets of all sizes of corporations
 - Honoured Corporate Partner - \$15,500
 - Corporate Partner - \$8,500
 - Corporate Supporter - \$5,000
 - Conference Exhibitor - \$2,750
- Opportunity for a sponsored educational dinner, POWER breakfasts and lunches
- There will also be a list of special sponsorship opportunities that will be allocated on a first come, first serve basis.

Please reserve your sponsorship level and additional marketing opportunities by e-mailing office@NSWOC.ca. We look forward to your participation!

Sincerely,

Catherine Harley
Chief Executive Officer, NSWOCC



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2020 39th NSWOCC National Conference

May 21-24, 2020

The POWER of 3
WOUND . OSTOMY . CONTINENCE

L'EXPERTISE A LA PUISSANCE 3
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Summary: NSWOCC National Conference Special Events

- **Thursday May 21, 2020: Exhibit set up starting at noon to 9PM...**
- ***Sponsorship opportunity for two companies to participate in a sponsored dinner program. You would supply your own speaker and product messages. We organize the room, AV and dinner.***
- **Friday May 22, 2020 at 10:15AM - Grand Opening of Exhibits at the Victoria Conference Centre and exhibit hours**
- ***Friday, May 22, 2020 from 6:00PM to 9:00PM – all exhibitors are invited to join the conference delegates and the NSWOCC Board of Directors for: “Disney Lip-Sync”***
Each company would have their representatives pair up with NSWOC to act out/lip sync in costume to a favourite Disney Musical. There will be a panel of distinguished NSWOC Judges and semi-valuable prizes for the winning teams. Please see the Disney Lip-Sync flier.
Submit your team by e mailing your musical selection to office@nswoc.ca.
- **Saturday, May 23, 2020: Exhibit hours- Power³ Breakfast, Power³ Lunch**
- ***Exhibit teardown at 4:00PM and join the NSWOCs for the annual NSWOCC Banquet at 6:30PM for the graduation of the WOC-EP program (newly graduated NSWOC) dinner and entertainment.***
- **Sunday, May 24, 2020: Power³ Breakfast and Workshops**
- **No exhibit hours**



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NSWOCC Conference Honoured Corporate Partner

\$15,500.00

The Honoured Corporate Partner program is the highest level of corporate support which provides the most sophisticated corporate involvement and promotion at the Nurses Specialized in Wound, Ostomy and Continence Canada 39th Annual National Conference

Honoured Corporate Partner Benefits

1. Joint Sponsorship of all Main Events

- Joint sponsorship of Grand Opening of Exhibits
- Joint sponsorship of the Friday evening exhibitor and Delegate Networking Event
- **Joint sponsorship of the NSWOCC Banquet**

Sponsorship includes:

- Signage of corporate recognition as a sponsor of each major event as listed above
- Recognition of the sponsorship for each main event in the NSWOCC Conference Syllabus

2. Corporate Recognition at Registration Site

- Signage in the registration area recognizing the company name and Honoured Corporate Partner status
- Welcome letter from each Honoured Corporate Partner highlighting the events that they are sponsoring and a message to all registrants will be included in each registration kit

3. NSWOCC Conference Syllabus/NSWOC Advance Advertising

- One full page four colour advertisement in the NSWOCC Conference Syllabus
- Acknowledgement of sponsorship in the Syllabus
- Acknowledgement of sponsorship in the conference edition of the NSWOCC official publication the “NSWOC Advance” (March 2020 issue)

4. NSWOCC Conference Web Site Recognition

- Corporate recognition as an Honoured Corporate Partner on the NSWOCC Conference Web-Site for a minimum of six months
- Acknowledgement of all conference sponsorship events

5. NSWOCC Conference Exhibiting

- Double booth (two 8 x10 foot spaces)
- First come first serve choice of premium booth space based on receipt of exhibit space application

6. Complimentary NSWOCC Conference Registrations (include all social events)

- 5 complimentary registrations for the company staff plus one free registration for the company President/CEO or General Manager (Total of 6)
- Additional Registrations may be purchased on –line at www.NSWOC.ca click on National Conference



NSWOCC Conference Corporate Partner

\$8,500.00

The NSWOCC Corporate Partner Program offers a strong range of opportunities for corporate recognition during the Nurses Specialized in Wound, Ostomy and Continence Canada 39th Conference

1. Breakout Session Sponsorship

- Sponsorship of one breakout session as chosen by the corporation from the educational program (first come first serve)
- Corporate recognition at the beginning of the session with a slide and verbal recognition by the session moderator
- Recognition of sponsorship in the NSWOCC Conference Syllabus

2. Corporate Recognition at Registration Site

- Signage in the registration area recognizing the company and the Corporate Partner status

3. NSWOCC Conference Syllabus/NSWOC Advance Advertising

- One half page four colour advertisement in the NSWOCC Conference Syllabus
- Acknowledgement of sponsorship support written to acknowledge the Corporate Partner in conjunction with the breakout session and coffee break as detailed in the Syllabus
- Acknowledgement of sponsorship in the conference edition of the NSWOCC official publication the “NSWOC Advance”

4. NSWOCC Conference Web Site Recognition

- Corporate recognition as a Corporate Partner on the NSWOCC Conference Web-Site for a minimum of six months
- Acknowledgement of conference sponsorship and breakout session/coffee break sponsorship

5. NSWOCC Conference Exhibiting

- Double booth (Two 8 by 10 foot booth space)
- First come first serve choice of premium booth space based on receipt of exhibit space application

6. Complimentary NSWOCC Conference Registrations (include all evening social events)

- Three complimentary registrations for the company staff plus one free registration for the company President/CEO or General Manager (Total of 4)
- Additional Registrations may be purchased on –line at www.NSWOC.ca click on National Conference



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NSWOCC Conference Corporate Supporter

\$5,000.00

The NSWOCC Corporate Supporter Program offers an economical enhanced promotional package for corporate recognition during the Nurses Specialized in Wound, Ostomy and Continence Canada 39th Conference.

1. NSWOCC Conference Syllabus Advertising

- One half page four colour advertisement in the NSWOCC Conference Syllabus
- Acknowledgement of conference support with specific company name under the “Corporate Supporter” category

2. Corporate Recognition at Registration Site

- Signage in the registration area recognizing the company and the Corporate Supporter status

3. NSWOCC Conference Web Site Recognition

- Corporate recognition as a “Corporate Supporter” on the NSWOCC Conference Web Site for a six month period

4. NSWOCC Conference Exhibiting

- Single booth (One 8 x 10 foot booth space)

5. Complimentary NSWOCC Conference Registrations

- Three complimentary registrations for the company staff
- Additional Registrations may be purchased on –line at www.NSWOC.ca click on National Conference



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NSWOCC Conference Exhibitor

\$2,750.00

Nurses Specialized in Wound, Ostomy and Continence Canada 39th Conference Exhibitor Program offers the opportunity for corporate recognition and product positioning with the key opinion leaders.

1. NSWOCC Conference Syllabus Advertising

- Acknowledgement of conference support with specific company name

2. NSWOCC Conference Web Site Recognition

- Corporate recognition as an exhibitor on the NSWOCC Conference Web Site

3. NSWOCC Conference Exhibiting

- Single booth (One 8 x 10 foot booth space)

4. Complimentary NSWOCC Conference Registrations

- Two complimentary registrations for the company staff
- Additional Registrations may be purchased on –line at www.NSWOCC.ca click on National Conference



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NSWOCC Corporate Partnership Program 2019 Summary

| Detail | Honoured Corporate Partner | Corporate Partner | Corporate Supporter | Conference Exhibitor |
|---|---|--------------------------|----------------------------|-----------------------------|
| <i>Cost</i> | \$15,500 | \$8,500 | \$5,000 | \$2,750 |
| <i>Exhibit Booth</i> | Double | Double | Single | Single |
| <i>Complimentary Registrations</i> | 6 | 4 | 3 | 2 |
| <i>NSWOCC Conference Web Acknowledgement</i> | Yes | Yes | Yes | Yes |
| <i>Choice of booth space</i> | Yes | Yes | Yes | Yes |
| <i>NSWOC Advance-acknowledgement in the publication</i> | Yes | Yes | Yes | Yes |
| <i>Registration area signage</i> | Yes | Yes | Yes | |
| <i>Syllabus Advertisement</i> | Full Page – 4 colour | ½ page – 4 colour | ¼ page – 4 colour | |
| <i>Session Sponsorship</i> | 1 Plenary | 1 Breakout | | |
| <i>Event Sponsorship</i> | Joint sponsorship of all main social events | 1 coffee break | | |
| <i>Welcome Letter in Registration bag</i> | Yes | | | |



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Exhibit Hours:

| Date | Time |
|-----------------------|---|
| Thursday May 21, 2020 | Noon to 9PM – set up |
| Friday May 22, 2020 | 1100AM – 1230PM & 330 - 430PM 6 - 9PM Networking event with the NSWOCs -“ Disney Lip-Sync” |
| Saturday May 23, 2020 | 1100AM – 1230Noon & 3PM - 4PM Tear down starts Saturday at 4PM NSWOCC Saturday evening Banquet |



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Additional NSWOCC Conference Sponsorship Opportunities – 2020 List

The following sponsorship opportunities are available in addition to the corporate sponsorship program and will be awarded on a first come, first serve basis after discussion with the NSWOCC CEO, Catherine Harley
(☎ 613-762-5788 or ✉ office@NSWOCC.ca)

| Sponsorship Opportunity | Price |
|---|--|
| Thursday evening sponsored dinner presentation: 2 companies can have a one hour time slot during dinner to talk about their technologies. This sponsored dinner will be the kick off to the 2019 conference and all delegates will be encouraged to attend. | \$10,000 from each of 2 companies |
| Friday - one hour Power³ breakfast – 0700-0800 The company can bring in their own speaker who would give a one hour presentation on a topic that must be cleared by the NSWOCC Conference Education Committee Chair and the NSWOCC Conference Chair– breakfast is included | \$13,000 |
| Friday - one hour Power³ lunch session plenary – bring your own speaker - presentation on a topic that must be cleared by the NSWOCC Conference Education Committee Chair and the NSWOCC Conference Chair – lunch is included | \$15,000 |
| Saturday - one hour Power³ breakfast – 0700-0800 The company can bring in their own speaker who would give a one hour presentation on a topic that must be cleared by the NSWOCC Conference Education Committee Chair and the NSWOCC Conference Chair– breakfast is included | \$13,000 |
| Saturday – one hour Power³ lunch plenary – bring your own speaker - presentation on a topic that must be cleared by the NSWOCC Conference Education Committee Chair and the NSWOCC Conference Chair . | \$15,000 |
| Sunday - one hour Power³ breakfast – 0730-0830 The company can bring in their own speaker who would give a one hour presentation on a topic that must be cleared by the NSWOCC Conference Education Committee Chair and the NSWOCC Conference Chair –continental breakfast is included | \$13,000 |
| Sponsorship of Poster Session Prizes – The sponsor will be recognized in the NSWOCC Syllabus and through signage at the poster session location - Cash awards will be presented to winners of the poster sessions in honour of the sponsor | \$2,000 |
| Conference Bags The sponsor works with the conference planning chair to determine a suitable conference bag. Sponsor covers the cost of delegate conference bags or supplies the bags on approval from conference planning Committee | \$4,000 (approx. value) conference bags |



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Terms and Conditions of the NSWOCC Corporate Partnership Program

NSWOCC Conference Commitment

- Please register directly online through exhibitor registration at www.NSWOC.ca and go to Events: (first come, first serve) or e mail office@NSWOCC.ca for assistance
- **The final deadline for sponsorship for the 39th NSWOCC Conference is March 30, 2020**
- Sponsorship and exhibit commitments will be accepted on a first come, first serve basis
- If two companies arrive at the same time, the sponsorship will be decided through a non-biased draw done by the NSWOCC President
- To establish commitment, all requests must be received in writing accompanied by the payment and the applicable fee
- Electrical and Internet are available through the Delta Prince Edward.

Payment

- Visa or mater card payments can be made on-line at www.NSWOC.ca and click on conference then Exhibitor Registration.
- Cheques can be made out to “NSWOCC” (with specific note: corporate sponsorship for Conference)

Cancellation Policy

- Cancellations must be received no later than three months before the date of conference
- **Cancellations after the date of three months before the conference are subject to a 30% cancellation fee**
- No refunds will be made after the deadline date of **March 30, 2020**.

Conditions

- Acceptance of sponsorship does not imply the endorsement of the sponsor’s products or services by NSWOCC
- Activities surrounding business actions must be confined to the exhibit hall or designated areas and not during conference sessions
- Signage and slides will be produced and placed by NSWOCC. Each sponsor must provide logo artwork and graphic material to the conference chair
- For additional information please see the NSWOCC web site at www.NSWOC.ca



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NSWOCC Corporate Sponsorship Program

Please register on line at www.NSWOC.ca and click on conference and then Exhibitor Registration or alternatively fill in and pay by cheque:

Booth Selection: Booth selection is done through the Exhibitor Registration which is available at www.nswoc.ca and click on Exhibitor Registration. You can look at the floor plan once you click on the NSWOCC Trade Show link. Booths will be allocated based on a first come first serve basis determined by the date you registered online starting with Honoured Corporate Partners first working down the levels of sponsorship to exhibitors. To establish commitment, all requests must be either done online or received in writing by sending the form accompanied by the payment to the NSWOCC National Office by March 30, 2019.

Exhibit Company:

Exhibitors Prospectus will be posted on the NSWOCC website www.NSWOC.ca click on National Conference.

Payment Options: Visa or Cheque

If paying by cheque, please mail your completed form and payment for the total amount: (cheques made payable to NSWOCC) to:

NSWOCC National Conference 2020
66 Leopolds Drive, Ottawa, ON K1V 7E3

Additional Sponsorship Opportunities: Select on-line or e mail office@nswoc.ca

-
- | | |
|---|-------------------------------|
| 1. Thursday-Progressive Dinner - 2 companies share expense & get one hour each to present on their technologies | \$10,000 _____ (per company) |
| 2. Friday Power Lunch | \$15,000 _____ |
| 3. Saturday Power Breakfast | \$13,000 _____ |
| 4. Saturday Power Lunch | \$15,000 _____ |
| 5. Sunday Power Breakfast | \$13,000 _____ |
| 6. Poster Session Sponsorships | \$2,000 _____ |
| 7. Conference Bags (company can chose) | Approx. \$4,000 _____ |
| 8. Lanyards | TBA _____ |
-



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Host Hotel Information

Delta Hotels Prince Edward

Book your hotel room today for the NSWOCC 39th National Conference taking place May 22th to 24th at the Delta Hotels Prince Edward.. Special rates are available for conference delegates and exhibitors by booking through the web link provided as follows:

BOOK YOUR ROOM TODAY: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1562679050812&key=GRP&app=resvlink>

The NSWOCC thanks you for your ongoing support
of our educational initiatives!
